



VST SHAKTI SAMACHAR

NEWSLETTER FOR THE PERIOD : JANUARY - MARCH 2017

VOL. XIII, ISSUE XIII PUBLISHED BY : "TEAM VST"

A TRIBUTE TO ALL THE WOMEN FARMERS IN INDIA



Only for internal distribution.

SYNOPSIS

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From The Editorial Desk

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VST - Article

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Greetings and warm welcome to VST Shakti Samachar Newsletter for January - March 2017. I am honored to share the contributions of our committed dealers, sales team and all other staff members of VST family. Please visit all the pages to see the wonderful contributions and colorful events during January - March 2017.

You will find interesting facts and figures about VST and its dealers in the pages of VST Shakti Samachar Newsletter.

This issue is discussing about the women farmers in India. Women do most of the farming work and they found it easy to use VST products. They feel that it is the best way to make their farming easier. VST team conducted demonstrations in areas where mechanization is unknown to farmers.

Please feel free to leave comments in the suggestion box and share your valuable thoughts. I appreciate your support and happy to have you as a reader of VST Shakti Samachar Newsletter.

With Thanks & Regards,

Abinash Gouda
Branding.

Demo Program - Gujarat

Melas / Fairs / Exhibitions

Nava Kerala Janakeeyasuthranam - Kerala

Boudha Mahostav - Odisha

Hi-Tech Agri Fair - Gujarat

SVUM International Trade Show - Gujarat

Agricultural Science Congress - Karnataka

Raipur Mela - Chhattisgarh

Rajim Kumbh Mela - Chhattisgarh

Mass Farmers Day Exhibition - Tamil Nadu

KRASIKAM 2017 - Kerala

Krishi Mela - Karnataka

Agricultural Fair - Tamil Nadu

Agriculture Leadership Summit - Haryana

VST - Milestones

Custom Hiring Center Inauguration - Karnataka

New Showroom - Gujarat

New Showroom - Kerala

New Dealer Branch - Maharashtra

VST - PR Forum

HR FORUM

EMPLOYEE PROFILE

Mr. Mayank Bedi is an IT Professional with more than 15 years of experience & having various prestigious certifications like PMP-PMI-USA , CeH [Certified Ethical Hacker] , ISO/IEC-27001:2013 -LA [IRCA Certified], ITIL-V3, CCNA , VOIP etc. Mr. Mayank has received multiple awards like Innovative CIO Award -2016, Most Promising Infosec Maestros-2017 award, India's Best CIO-2016 Award etc. He has been appreciated for his participation as an Active Round Panel speaker on Technology hosted by Microsoft, as a Speaker on Latest Security threats at Dun & BradStreet CXO event, as a speaker on O365 effectiveness hosted by Microsoft etc..



WOMEN'S DAY CELEBRATION

The entire world is celebrating International Women's Day on March 8 from the early 1900s. It advocates for gender parity. This day highlights the social, economic, cultural and political achievements of women. It is celebrated every year to recognize the contributions of women to the society and appreciate their courage and determination. Many arts performances, talks, rallies, networking events, conferences and marches are held globally to mark this women's day. The primary goal for celebrating women's day is to achieve full gender equality for women. But, still it is yet to be achieved. Women are not present in equal numbers in many areas and violence against women is worse than men.

V.S.T. Tillers Tractors Ltd. celebrated Women's day at Bangalore, Hosur and Mysore units by cutting cakes, and distributing flowers and gifts followed by a small entertainment activity.

At Bangalore Unit:



At Hosur Unit:



At Mysore Unit:



VST – ARTICLE

WOMEN FARMERS IN INDIA



Traditionally, India is an agrarian nation. Agriculture defines the tradition, social relations and gender roles. Women in the agricultural sector represents a significant demographic group and are involved in seed sowing, planting, harvesting and other aspects of agriculture in India. They perform vital roles in the farms in rural parts of India as it is important for their survival. In fact, they are actively involved in all the activities of farming except ploughing. Women own less land holdings in India compared to men. Generally, they are not recognized as farmers as they don't own the land or machines.

Indian rituals and ceremonies in various parts of the country show the close relationship between agriculture and women. For example, the Lohri of north and Navadhanya Puja (worship of nine cereals) of south celebrate the role of women in agriculture. Indian farmers, particularly farmers with small holdings, are not able to generate and retain surplus from agriculture. This agrarian crisis is due to external factors.

The critical climatic changes in India started to jeopardize agricultural production. Indian agricultural sector depends on monsoon season (north east and south west monsoons). Monsoon seasons with insufficient or excessive rainfalls hurt the agricultural sector. The increasing temperature and erratic precipitation started to trouble the farmers. This results in droughts or unpredictable rainfall. This type of seasonal variation can devastate the livelihood of small farmers.

Utilization of pesticides is creating public health problem that affects the society. Many women farmers are now moving to organic farming practices to avoid using pesticides and increased costs of inorganic farming. In certain areas, women farmers are organizing farmer groups to exchange knowledge, organic seeds, and to pursue organic and sustainable agricultural practices.

At present, many males are migrating to urban areas leaving farm sector as it is not lucrative. So, more women are forced to take care of agriculture. The women farmers contribute significantly to the food and economic security of their own families and also to the agricultural productivity of the nation.

Traditionally, the Indian farmers were performing agricultural activity with the knowledge and experience that they have obtained from their parents or relatives. Using modern methods in farming reduce the cost and increase the production. The continuous research in agricultural sector and usage of modern technology in agriculture changed this profession completely in the recent years. Many agricultural universities are working to improve the agricultural conditions in India.

Central and state governments, NGOs, and private companies started providing training to women to do farming in a scientific way. They teach them about crops, irrigation, and finance. They are also trained in poultry, fisheries and some other non-conventional farming to increase the income.

Women need to get up early in the morning to cook food for her family. Then they start working in farms to feed their families. If they are trained in using modern methods, they can make agriculture as a profitable business. This will result in their better health, education and nutrition. Indian women are good at running the family and they manage the home finance cleverly. They invest more money in children education and future.

The additional income earned by women farmers help them to educate the children. Most of the women living in rural India are working in agriculture. As women are not recognized as farmers and do not own land, they have limited access to government schemes. This restricts their productivity. So, there should be a drive to make awareness among the rural women and change this situation.

Seems the women are going to be the farmers of the future.

VST – ERUDITE

TRAININGS

V.S.T. Tillers Tractors Ltd. organized many activities aimed to impart information/instructions to improve the trainees' performance and to help them attain the required level of knowledge or skill. The following are the training programs that were conducted during January – March 2017.

PRODUCT AWARENESS TRAINING FOR RAIDCO STAFF - KERALA

Conducted Product Awareness Training program for Raidco managers and staff in two batches at Kannur district, Kerala in January 2017. The working mechanism of all the products including the newly launched VST Shakti 135DI-ULTRA-S and VST Shakti RT 65 rotary tiller were explained along with the attachments that can be used with tillers and tractors through videos. The importance of IC-soft implementation was also explained. These type of training sessions and meetings provide more one on one interactions with the dealers and staff and gives the VST team an opportunity to understand and study their problems in sales and work on solutions to tackle the same.



TRAINING PROGRAM - KERALA

Organized a training program for the farmers in Chambakulam, Alleppey District, Kerala in January 2017. Alleppey Assistant Executive Engineer, Block President, Assistant Director of Agriculture, ATMA Director and Agriculture Officer participated in the training. The usage and benefits of our tractors with different attachments were explained to the farmers through presentation and videos.



TRACTOR INSTALLATION TRAINING - GUJARAT

Conducted Tractor installation training program to dealer mechanics at M/s Cama agency, Himatnagar, Gujarat. The dealer mechanics were trained to dismantle and assemble our tractor parts and also to install different attachments to the tractor.

VST – RETROSPECTIVE

DEALERS / CUSTOMERS MEETS

Continuous learning is the right process for any development. The regular dealer meetings and interactions help VST to learn new things and unlearn the old.

TRACTOR DEALERS MEET - BIHAR



The Bihar Tractor - Dealers Meet was organized at Royal Heritage, Patna in January 2017. The dealers were updated about the present market trends, a presentation was made regarding the crop seasons in Bihar and the cultivation and harvesting period for different crops. Promoting our products and various attachments during those time as per the requirement for different crops to the farmers would boost sales. The best performing dealers during the last year were given awards to recognize their contribution.



POWER TILLER DEALERS MEET - BIHAR



Bihar Power Tiller - Dealers Meet was held at Hotel Chanakya, Patna, Bihar in February 2017. Mr. Chandramouli Sharma (Sr.VP - Tillers) and Mr. Debasis Mujumdar (DGM) were the chief guests for the event. VST Vision and Future Plan were explained by Sr.VP. Later, he launched the newly introduced VST Shakti 135DI-ULTRA-S and VST Shakti RT 65 rotary tiller.



CUSTOMER MEET - GUJARAT

Organized a Customer Meet at Krushi Vigyan Kendra, Dediapada, Rajpipala, Narmada district, Gujarat in January 2017. The customers were updated about our products and attachments and briefed about our newly launched products. The VST team interacted with the customers and received feedback from them which will help us to work towards being the best customer satisfactory company in the industry.



VST – RETROSPECTIVE

DEALERS MEET - ANDHRA PRADESH

Andhra Pradesh Dealers Meet was organized at Vijayawada in March 2017. The best performing dealers were given awards to recognize their contribution.



FREE SERVICE CAMPS



FREE SERVICE CAMP - POWER TILLER - ODISHA

Free service camps were conducted exclusively for power tillers by our dealers M/s Usha Kiran Agencies, M/s. Sahoo Agencies, M/s. Pushpak Traders, M/s. Jaydurga Enterprises, at different parts of Odisha during January – March 2017. Many power tillers – old and new were serviced and the customers were also educated on the simple ways of daily maintenance to extend their machine performance and durability.

FREE SERVICE CAMP - RICE TRANSPLANTER - ODISHA

M/s. Seema Enterprises, Baragarh, Odisha conducted a free service campaign exclusively for Rice Transplanter (RTP) in January 2017. Installation training, daily maintenance training was provided and a demo of all products was shown to the valued customers.



FREE SERVICE CAMP - TILLERS & TRACTORS - ODISHA

Our dealers M/s. Pragyan Mechinary, Kendara Para, M/s. Vijaya Agencies, Sundargarh, had conducted free service camps for tillers and tractors at various parts of Odisha in March 2017. The newly launched VST Shakti RT 65 rotary tiller was also displayed at the campaign to promote it among the customers.

VST – RETROSPECTIVE

DOOR STEP SERVICE CAMP - PUNJAB

A door step free service camp was organized for tractors in Abohar, Punjab in February 2017.



FREE SERVICE CAMP - MAHARASHTRA

Free service camps were conducted at different parts of Maharashtra by our dealers M/s. Dandavate Tractors, M/s. Molai Raj Motors, M/s. Anil Tractors, in January and February 2017.



FREE SERVICE CAMP - GUJARAT



M/s. Shree Jalaram Sales Corporation organized free service camps for two days at Vanthli, Dhandhusar taluka, Junagadh, Gujarat and M/s. Maruti Tractors organized free service camps for three days at Bhayavadar, Upleta, Gujarat in March 2017. These camps were exclusively for power tillers.



FREE SERVICE CAMP - MADHYA PRADESH



M/s. Manglam Krishi Udhayniki, Ujjain, and M/s. Maa Narmda Krishi Sewa Sanawad, Madhya Pradesh organized free Service camps for tillers and tractors at different parts of Madhya Pradesh in March 2017.



VST – RETROSPECTIVE

DEMONSTRATIONS

DEMO PROGRAM - TAMIL NADU

M/s. Arasu Agencies, Pudukottai, in association With EID Parry Agro Sugar Factory, Murugappa Group demonstrated VST Tractor with L type rotary, reverse rotary, sub soiler plough, single furrow ridger, reversible MB plough and sprayer in Kallir, Pudukottai district of Tamil Nadu in January 2017. This event was covered by leading Tamil media like Thina Malar, Thina Thanthi, Thina Malar and Thina Karan and Puthiya Thalaimurai TV Channel.



DEMO PROGRAM - ANDHRA PRADESH

West Godavari dealer M/s. Sri Rama Motors demonstrated the newly introduced VST Shakti RT 65 rotary tiller in Eluru, Andhra Pradesh in February 2017. Mr. Chintamaneni Prabhakar, MLA took demo by himself. He was very happy with the performance of VST Shakti rotary tiller over Honda rotary tiller, which was also demonstrated at same time.

DEMO PROGRAM - HARYANA

VST Shakti VT 224-1D tractor and 14 disc harrow & rotary attachment was demonstrated at Sorkhi, Chang village of Hisar, Haryana in February 2017.



DEMO PROGRAM - WHEAT FLOUR MILL - HARYANA

A demo was organized for tractors with wheat flour mill attachment at Jagan village, Hisar, Haryana in February 2017. Two other competitor tractors were also competing in the demo where VST Shakti VT 224-1D (22HP) tractor was up against Eicher 241 (24HP) and Escort 335 (33-35HP). The wheat flour mill attachment was run for an hour and the fuel consumption for the activity was noted. VST Shakti VT 224-1D tractor was proved to be the most fuel efficient with 2 ltrs of diesel consumption as against Eicher with 2.25 ltrs and Escort with 2.5 ltrs diesel consumption respectively.

VST – RETROSPECTIVE

DEMO PROGRAM - HARYANA

A Demo program for VST Shakti VT 224-1D tractor, rotary and 13 quintal heavy weight leveler attachments was conducted at Kajal Heri and Kuleri villages, Haryana in February 2017.



DEMO PROGRAM - HARYANA

Demonstration with height attachment & rotary was shown at Haryana Seeds Development Corporation, Hisar, Haryana, in March 2017.

DEMO PROGRAM - HARYANA

Demonstrated VST Shakti RT65 Power Weeder at Mandi village, Israna tehsil, Panipat district, Haryana in February 2017. Demonstrated how to handle the tillers and its benefits to the farmers at the village. Many farmers in Khunti district of Jharkhand also shown interest in VST products. Women do most of the farming work and they found it easy to use VST products. They feel that it is the best way to make their farming easier. VST team conducted demonstrations in areas where mechanization is unknown to farmers. Power tiller sales can improve by doing massive demonstrations in remote and tribal areas where still primitive methods of cultivation are used in agriculture.



VST – RETROSPECTIVE



DEMO PROGRAM - HARYANA

Demonstration for VST Shakti VT 224-1D tractor with rotary and reversible plough was given at Khariya, Bandaheeri, Doulatpur, Jagan Dani, Kirtan and Juglan villages, in Hisar, Haryana in March 2017. Many farmers attended the demo program and were happy with the performance of our tractor with various attachments and showed genuine interest in knowing more about all our available products.

DEMO PROGRAM - UTTAR PRADESH

M/s. New Component Tractors gave a demonstration for rotary, reversible plough, ratoon manager fitted to VST Shakti MT 270 VIRAAT 4W tractor at DSM sugar mill, Dhampur Bijnor, Uttar Pradesh in the presence of DCO and GM of DSM Sugar mill in March 2017.



DEMO PROGRAM B.TECH STUDENTS - GUJARAT

B.Tech - Agriculture Engineering students from Parul University visited VST dealer at Vadodara, Gujarat in February 2017 to get information regarding Rice transplanter, reaper, potato planter, rotary, potato digger and MB plough.

DEMO PROGRAM - GUJARAT

VST Shakti MT 180D tractor with rotary was demonstrated at Navvagam village, Gujarat in March 2017.



VST – RETROSPECTIVE

MELAS / FAIRS / EXHIBITIONS

NAVA KERALA JANAKEEYASUTHRANAM - KERALA

The Nava Kerala Janakeeyasuthranam, a State level Seminar and Exhibition was held at Trichur, Kerala in January 2017. The Kerala Chief minister Sri. Pinarayi Vijayan, Agriculture Minister and several other ministers attended the inauguration function. V.S.T. Tillers Tractors Ltd. participated in the event and exhibited new type of Rice transplanter and 22 H.P Tractor. Both products attracted the participants and received a good enquiry. The Cheif guests visited our stall and enquired about our products. Our stall got prize.



BOUDHA MAHOSTAV - ODISHA

Our dealer M/s. Baijayanti Agro Machinery had attended the Boudha Mahostav exhibition held at Boudh, Odisha in January 2017 representing V.S.T. Tillers Tractors Ltd. and had displayed VST Shakti tillers and rice transplanter at the event.

HI-TECH AGRI FAIR - GUJARAT

The 9th Hi-tech Agri Fair was held for 3 days at Bhuj, Gujarat in February 2017. Our dealer M/s. Bhagawati Agriculture participated in the event and displayed tractors with different attachments. A demo of Maschiyo Gaspardo Mist Blower 600 Ltr with VST Shakti MT 270 VIRAAT tractor was also done at the event.



SVUM INTERNATIONAL TRADE SHOW - GUJARAT

Saurashtra Vepar Udyog Mahamandal (SVUM) had organized the 3rd edition of SVUM International Trade Show at Rajkot, Gujarat in February 2017. V.S.T. Tillers Tractors Ltd. had participated at the event and had displayed our tillers and tractors with various attachments. Mr. Mayumbelo, Director of Ndenga Miners Ltd. Zambia took test drive of our 18 HP VST Shakti MT 180 JAI 2W at the Trade Show and was very impressed by its performance.

VST – RETROSPECTIVE



AGRICULTURAL SCIENCE CONGRESS - KARNATAKA

The University of Agricultural Sciences, Bangalore in association with National Academy of Agricultural Sciences, New Delhi organized the 13th Agricultural Science Congress 2017 at University of Agricultural Sciences, GKVK Bangalore in February 2017. V.S.T. Tillers Tractors Ltd. attended the event.

RAIPUR MELA - CHHATTISGARH

Our dealer M/s. S. S. Steel Center participated in the Raipur mela held at Raipur, Chhattisgarh in February 2017 and displayed tiller, tractor, power reaper and rice transplanter.



RAJIM KUMBH MELA - CHHATTISGARH

Rajim Kumbha Mela 2017 was held at Chhattisgarh in February 2017 and our dealer M/s. Patel Agri Clinic participated at the event and displayed our VST Shakti 135DI-ULTRA power tiller and VST Shakti RT 65 rotary tiller along with VST Shakti Yanji Rice Transplanter.

MASS FARMERS DAY EXHIBITION - TAMIL NADU

Mass Farmers Day exhibition was held at Tamil Nadu Agricultural University in Coimbatore, Tamil Nadu in February 2017. M/s. Carmel Agencies participated in the exhibition representing V.S.T. Tillers Tractors Ltd. and displayed tiller and tractors. The Tamil Nadu Agricultural Engineering Department Chief Engineer, Shri. Daivendran visited VST stall.



VST – RETROSPECTIVE

KRASIKAM 2017 - KERALA

Exhibition KRASIKAM 2017 was held at Kudappanakkundu Thiruvananthapuram district of Kerala in February 2017. It was inaugurated by Kerala Agricultural minister Mr. V. S. Sunil Kumar. Agricultural commissioner Mr. Raju Narayana swami IAS and Agricultural director Mr. Biju Prabhakar IAS attended the function. V.S.T. Tillers Tractors Ltd. participated in the event and displayed our VST Shakti VT 224-1D tractor with rotary attachment.



KRISHI MELA - KARNATAKA

M/s. Sri Siddeshwara Enterprises participated in Krishi Mela at Adi Chuchangiri, Mandya district of Karnataka in March 2017 and displayed VST Shakti MT 224-1D AJAI 4W tractor, VST Shakti 130DI power tiller and VST Shakti RT 65 rotary tiller.

AGRICULTURAL FAIR - TAMIL NADU

V.S.T. Tillers Tractors Ltd. participated in the agriculture department function held at Satyamangalam, Tamil Nadu in March 2017. The chief guests were Mr. K.A Sengottaian, Education Minister and Mr. K.C Karuppanan, Pollution Control Minister, Tamil Nadu.



AGRICULTURE LEADERSHIP SUMMIT - HARYANA

The Second Agriculture Leadership Summit exhibition was held at Surajkund, Faridabad, Haryana in March 2017. V.S.T. Tillers Tractors Ltd. had participated in the Exhibition and had displayed our tractor, tiller and newly launched VST Shakti RT 65 rotary tiller. Many farmers from all over Haryana attended this event.

VST - MILESTONES

CUSTOM HIRING CENTER INAUGURATION - KARNATAKA

The inauguration function of the Custom Hiring Service Center at Chikodi, Belgaum was held in February 2017. Karnataka Agriculture Minister Mr. Byre Gowda inaugurated the event and declared the custom hiring service center open. The farmers who cannot afford to buy farm machineries, can hire them in affordable rental prices through these custom hiring centers to use in their farm lands.



NEW SHOWROOM - GUJARAT

Our dealer M/s. Janta tractors opened a new showroom at Godhra, Mahisagar district, Gujarat in February 2017. The showroom was inaugurated by Mr. Hari, M.L.A (Mahisagar).

NEW SHOWROOM - KERALA

New RTP inauguration was held at Pangu in Trichur district in February 2017 by Kerala Minister, Jilla Panchayat president and MLA Dr. Jayakumar. The Green Army team have taken 50 acres paddy field that was not planted for the past 35 years and have worked to make it cultivatable. Our VST Shakti tractors and VST Shakti Yanji & Yanmar AP/4 rice transplanters were used for planting.



NEW DEALER BRANCH - MAHARASHTRA

Our dealer M/s. Boraste Enterprises has opened a new branch at Niphad, Maharashtra in March 2017. The showroom was inaugurated in the presence of Mr. Jujhar Singh Virk (Vice President - Tractor), and Mr. Shaikh Noor Mohammed (Maharashtra State Head).

